

International product policies

Why Firms Alter Products	Legal, Cultural or Economic reasons
Product line decisions	Sales, cost and product life cycle considerations depend on

Marketing Strategies - depends on orientation

Production
Sales
Customer
Strategic
Social marketing

International branding strategies

Worldwide brand pros	Global image and player ID
Worldwide brand Cons	Language, brand acquisition, country of origin,, generic and near generic names

Marketing mix may vary

Gap analysis	estimating potential sales by identifying prospects not serving adequately. Usage, line, distribution, competitive
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Marketing principles in foreign markets

similar to those in domestic markets: Product, Price, Promotion, Place. But may need to be adapted.

Target / segment by

Country
Global segment
Multiple criteria

Country differences may require different approach

Promotion sales messages.	Standardized advertising: low \$, better quality. common global image, rapid entry. May have issues with legal, language and matching market needs
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Push / Pull

Practices and complications - Internet

Opportunities	Fast, cheap
Problems	cannot differentiate between countries, legal still apply

Pricing strategy complexities

Potential obstacles	Government intervention via min/max \$ or prohibiting pricing strategies. Market diversity.
Tactics	Skimming, penetration, cost-plus

Export price escalation

Fluctuations in currency value

Gray market or product diversion	Selling and handling of goods through unofficial distributors
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Practices and complications - distribution

Distribution	the course that goods take between production and consumption
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Physical path or legal title

Distribution can vary substantially among countries

Distribution can be difficult to change

When choosing distributors and channels firms must consider	is internal handling feasible, which distributors are qualified, reliability
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May need to give distributors	Incentives, confidence in product, successful products
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Cause cost differences in countries	Infrastructure, levels in distribution, retail inefficiencies, size and hour restrictions, inventory stick outs
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Published 4th June, 2014.
Last updated 12th May, 2016.
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